

VIRGINIA SLIMS LEGENDS CREATIVE BRIEF BAR NIGHT PROGRAM

The following outlines a grassroots Virginia Slims Legends Bar Night program in five to six key brand markets from spring to fall 1995.

OVERVIEW

Virginia Slims Legends is a unique new concept incorporating tennis and entertainment, featuring legendary women of tennis and music in a unique format contains a tennis event and a concert. While the Virginia Slims Legends event will allow the brand to maintain the equity it has established in women's tennis for the past 25 years, it will also allow Virginia Slims to speak directly to its core consumers through a series of grassroots initiatives, including multiple bar nights, women's challenge days at various tennis centers, clubs and public spaces (i.e. parks), street clinics and retail tie-ins in various key brand markets.

Each of these activities will precede the Virginia Slims Legends Weekend of tennis and a concert. The concert will be linked to charity where a percentage of the box office receipts will benefit a local or national charitable organization.

BACKGROUND

Virginia Slims began its involvement with women's tennis in 1970 in Houston. Today, Virginia Slims is the largest single sponsor of women's tennis. Our 25 year sponsorship has created a trademark which is instantly recognizable and famous worldwide. Pioneers of the game of women's tennis are now legends in their own right.

To capitalize on the equity Virginia Slims has established in women's tennis, a Virginia Slims Legends program was tested in 1994 in Houston. The Virginia Slims Legends weekend, which was held March 19-20, featured Liza Minnelli in concert at the Houston Arena Theatre, hosted by Angela Lansbury, as well as two days of exhibitions, clinics and matches played by legends Billie Jean King, Martina Navratilova, Tracy Austin, Rosie Casals, Virginia Wade, Ilana Kloss, Francoise Durr, Wendy Overton, Olga Morozova and Nancy Richey at the Westside Tennis Club. Both the concert and the Virginia Slims Legends tennis event were overwhelmingly received by sell-out crowds of 2,700 at the concert and 6,000 at the tennis event. Proceeds from the weekend benefited the American Foundation for AIDS Research, and \$500,000 was raised for AmFAR.

BRAND POSITIONING

- Virginia Slims expresses a point of view; not just a reflection of life, but an opinion about life. It takes a stand.

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- Aspire to be in glamorous situations
- Socially active
- Enjoy popular music (mostly top ten adult contemporary and country)

MARKETS:

Primary Markets

Charlotte, NC
Atlanta, GA
Dallas, TX
New Orleans, LA
Orlando, FL
Raleigh/Durham, NC

Secondary Markets

Houston, TX
Knoxville, TN
Richmond, VA
Chicago, IL
Cincinnati, OH
Cleveland, OH
Pittsburgh, PA

ASSIGNMENT:

- With Virginia Slim's positioning in mind, create a highly visible program that is fun and upbeat in environments where these female adult smokers congregate. Concentrate primarily on night-time activities in appropriate clubs or venues in each market with strong visibility.
- Consider the demographics of this group and how we can generate "talk" value from the implementation of program.
- Create a retail and on-premise tie-in, that ultimately generates unit sales.
- Identify venues in the markets listed.
- Program length should be at least one month in duration in each market.
- Consider program component that can be incorporated into other Virginia Slims events.

TIMELINE:

Please submit a minimum of three concepts by April 14.

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OBJECTIVES

- Generate names for the database
- Communicate and reinforce the brand's image
- Create trial and purchase opportunities among key competitive smokers and purchase among Virginia Slims franchise
- Leverage brand's equity in tennis with female smokers

STRATEGIES

- Develop an exciting bar night promotion which can inextricably link the Virginia Slims brand to what we believe is a highly attractive image for female smokers, establishing a unique "leading edge" positioning that is indisputably contemporary while remaining true to the Virginia Slims heritage
- Create a retail and on-premise element that generates unit sales
- Distribute and collect smoker surveys
- Provide sampling opportunities for consumers and distribute incentives.

CONSUMER PROFILE

Key Audience: Regular franchise and female 100 MM competitive smokers

Age: Female adult smokers 25-45 years of age

Income: \$30M+

Education: 50% some college

Sex: 95% women

Lifestyle/Psychographics:

- Live in Regions 2 and 3
- Readers of Elle, Glamour, Harpers' Bazaar, Redbook, House & Garden, Allure, Cosmopolitan, and Rolling Stone
- modern, self-confident, spontaneous women
- intelligent, humorous, and forward thinking

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